



**MAIL STOP AF**  
**PATENT**  
Customer No. 22,852  
Attorney Docket No. **7019.0004-00**

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of:	)	
	)	
<b>Amy MULDERRY et al.</b>	)	Group Art Unit: 3627
	)	
Application No.: 09/473,649	)	Examiner: O'Connor, G.
	)	
Filed: December 28, 1999	)	Confirmation No.: 1261
	)	
For: METHOD AND APPARATUS FOR	)	
MARKETING PRODUCTS OVER	)	
THE INTERNET	)	

**Mail Stop AF**

**Commissioner for Patents**  
**P.O. Box 1450**  
**Alexandria, VA 22313-1450**

**Sir:**

**REQUEST FOR RECONSIDERATION**

In response to the final Office Action dated July 28, 2004, the period for response to which extends through October 28, 2004, Applicants respectfully request reconsideration of the above-captioned patent application.

In the final Office Action, the Examiner rejected pending claims 1, 2, 4, 5, and 7-9 under 35 U.S.C. § 103(a) as being obvious over U.S. Patent No. 5,926,796 to *Walker et al.* ("*Walker*") in view of U.S. Patent No. 5,543,607 to *Watanabe et al.* ("*Watanabe*").

At the outset, Applicants note with appreciation the courtesy extended by the Examiner in granting a telephonic interview with Applicants' representatives on October